MOTOR TRUCKS HELP **SMALL CONCERNS GROW**

Ansiness Expansion May Be Traced to Use of Such Vehicles.

"ONE WAGON" MEN GAIN

Big Merchants Not Only Ones to Profit, Says Autocar Company Man.

It is not simply the large business conbundant evidence of this is seen in the ing their business and covering new ery by the purchase of power vehicles he turning of their wagon drivers into How rapidly the small pro-merchants are adopting motor and transportation is shown by reasing number of cars which our v is selling to such men. On our t of users there are now scores of business neerns of moderate resources—isundries, receries, bakeries, butchers and the like-phose purchase of one car has resulted in immediate business growth. In many cases, as these men state, this growth has exceeded eir highest expectations.

The motor truck used to be considered of the reach of the small merchants. It is all right for the big fellows to install mucks, these men said. "They have to do hings on a big scale. They have large plants, they get skilled men to care for their ars, they build their own garages, buy gasolene at reduced rates, and profit all along the line by the cost reductions that are e to transactions in volume.

cheaply that it is good business for them behave trucks. I can't do that, and besides don't have much more than enough work o keep two horses and a team busy. need a truck. I couldn't keep it

There seems plausibility and business disetion in this argument until it is analyzed Then it will be found that ke pearly every proposition which is ening The business man who resigns manif to a small volume of business and not concerned in installing facilities for andling an increase is never likely to get rease. He is foredestined to stand Some more enterprising rival, who con the alert to grasp opportunities and who conwilling to limit his field of action to the mail radius permitted by horse and wagon, to get out and land the business. mercial vehicle is now finding himself pelled either to abandon the effort to g business in the suburbs or to expend not money on horses that consumes his s and makes his venture unprofitable, ondition of affairs is forcing the adop-of the motor truck, which knows no pre- and is impervious to the dangers of ery streets in winter or hot sun in

and is impervious to the dangers of streets in winter or hot sun in act too seldom considered by the hot is weighing the cost of motor with that of horses is that the truck oney only while it is working. The osts always. It must be fed and need at all times, in dull seasons as busy ones. As it ages its usefulness it lessens, whether it is being hard or kept in absolute idleness, crse is true of the truck. It is only to wear and tear when actually is work for which it was purchased, in garage for months during a season business, it is not suffering the depreciation. Its motor is as good, its tires are not being consumed, no loss whatever. It is not suffering the depreciation are deterred from motor trucks by the fear that their rivers cannot learn to be chauffeurs, and more intelligence required to and take care of a car than to take are of a horse. It is our experience average teamster can readily be to operate a car. New york has ever vehicles than any city in the A great percentage of the is are men who drove horses before the began to take its coramanding in the congested streets of the six are men who drove horses before the began to take its coramanding in the congested streets of the six chauffeurs deal with conditions find the congested streets of the list chauffeurs deal with conditions find it is essential that before the contrasted to the hands of the former of the horse drawn vehicle he be propolled in some vital truths regarding gation to properly care for the

lied in some vital truths regarding lead in some vital truths regarding leation to properly care for the But give us a wagon driver of intelligence and in a short time we so of him an efficient and economical a motor truck.

CHARLES II. SPENCER,
Autocar Company

SERVICE BEFORE THE FACT.

Mirer's Idea Is to Make Repair Shop

Unnecessary. service is the talking point in many auto mobile establishments of late. Its mean-ng has a wide range, however, and its ap-Cation varies according to the views of the ferent operators. Both customers and

salers were more or less satisfied until the kind of service given by the pair shop after purchase. They had to be matter, as there was nothing better beryico is reaching a higher deopment this season and it is doing more Silver, the Overland distributor as an idea that service is nothing more o

an nullifying the use of the repair bervice as he aims to give it comes price as he aims to give it comes purchase by putting each machine tion before it reaches the hands there. This at first sight would be aranted, but it is not so simple as it is excusable for minor defects a any machine just out of a factory rule they are not discovered until a been run for some time in actual then naturally come the successional properties of the disgruntled of the complaints from the disgruntled car that comes from Toledo is which Silver's men and putthrough a ditests. Silver says this leaves his o use their full energy in selling of making explanations.

PAINFUL DISCOVERIES. A. Observers Able Now to Re port on Two Speed Traps

obilists using the roads between iphia and Atlantic City by the way mentor should drive with caution a small place called Pomona, mules west of Atlantic City, between or City and Hammonton, report: from the Touring Club of America point on a stretch of twenty-two point on a stretch of twenty-two good State road through a terri-ich is not populated a speed trap-eration and motorists exceeding ive miles an hour are held up, e main route from Philadelphia to yia Langhorne, a speed trap is crated about eight miles south of at a station called Glen Lake, stable is domiciled in the woods to highway. these traps were discovered by of the T C. A. last week while a charting the new roads for the ignormalists of the Metropolitan of Guide.

JUTS SALESMEN IN CARS.

Radiator Concern Orders Ten Ab botts and May Take More.

The American Radiator Company has en Abbott-Detroit runabouts for its salesmen and, if these prove in service, will increase the of cars until their salesmen from east are transacting their business

sales force of the radiator company cover large areas of territory in all cover some poor roads. The a horse and buggy naturally limits smalls activity; the use of trains being tied down by the railroad is and long waits between trains.

BRINGING THE COUNTRY NEAR.

The Automobile One of Five Important Agencies to This End.

Out of the town out of the world' is no longer true—twenty years ago it might have been so, but not to-day," says M. J. Hammers, general manager of the Abbott Hammers, general manager of the Abbott Motor Company. "To-day the farmer tento twenty miles from town is often in as close touch with the progress of the world as if he lived in the heart of a metropolis. "This condition has largely been brought about by five agencies. First of these is the rural free delivery, with its daily delivery of the morning paper; second, the rural telephone, which places him in close touch with the world; third, the automobile as a means of rapid transportation of his produce; fourth, the good roads movement, which in conjunction with the automobile makes rapid travel possible without respect to weather conditions, and lastly the suburban trolley."

Trienta y Tres and Artigas, Uruguay, to Yaguaron, in Brazilian territory. The distance is about 150 miles. The roads are everything but good. The machine has to pass through forests and marshes and cross the Yaguaron River by means of a ferryboat. Mitchell six cylinder cars are used for that service, and according to the papers from Uruguay the first trips have aroased by the greatest enthusiasm in all sections benefited by that new line. The first trips have aroased and fireworks. The Mayor of Yerbal declared it a holiday the day of the first trip through their town. Driver and passengers were entertained everywhere.

STAGE LINE FAR AWAY.

Mitchell Care Used Between Towns in Uraguay and Brasil.

Uruguayan, Antonio Gludice, has opened a regular stage line between Trienta y Tres and Artigas, Uruguay, to

AUTOMOBILES.

Franklin

Thirty-eight Model D

Model D is the fastest touring car on the road—and it is the easiest riding.

Full-elliptic springs and a wood frame cushion road shocks—a good rate of speed can be maintained over all roads.

Light weight carried easily on large tires prevents blowouts. Tires last from eight to ten thousand miles.

Thirty-five hundred dollars

Franklin Motor Car Company

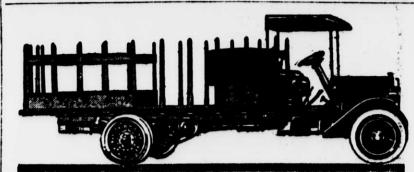
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Bridgeport, Conn., Arthur L. Clark; Kingston, N. Y., Fursyth & Davis; Newburgh, N. Y., George Mason; Patterson, N. [Y., A. L. Newcemb; Paterson, N. J., Hughes Garage Co.; Newark, N. J., E. B. Carlough.

If you Ford it—you'll cut the world in half, double the length of your day, and increase your pleasures tremendously. Your debt to yourself will never be paid until you drive a Model T. It's the one car that completely fulfills its purposewithout excessive expense.

Seventy-five thousand new Fords go into service this season-proof of their unequaled merit. The price is \$590 for the roadster. \$690 for the five-passenger car, and \$700 for the delivery car-complete with all equipment, f. o. b. Detroit. Latest catalogue from Ford Motor Company, 1728 Broadway, New York City-or direct from Detroit factory.



TRUCKS 1 TON 2 TON 3 TON

Buying a truck is a business investment deserving of much consideration. Investigate what is back of the truck you buy.

The VELIE has 70 years' manufacturing experience back of it. The Company possesses an enviable reputation for integrity.

The capital of the Company is practically unlimited. The plant is one of the most extensive in the country. In the West the name **VELIE** on machinery or on a vehicle is regarded

as an indication of unsurpassed quality.

The reputation of the VELIE Company is such that a VELIE truck may be purchased with absolute safety. All these things make for service. You buy more than a truck. It isn't the truck itself, but what the truck will do after you purchase it—that

The VELIE is the best truck. The service which VELIE trucks are giving is remarkable. Ask local users what they think of the VELIE. After all—that is the supreme test.

GARLAND AUTOMOBILE COMPANY

EASTERN DISTRIBUTORS; 1888 BROADWAY TEL. 5596 COLUMBUS RAN AHEAD OF TRAINS

Pilot Car of Ad Men in Texas Had Hard Journey.

After the recent National Ad Men's convention in Dallas a special tour of the State was planned for them on special trains. Wilbur Beatty was appointed driver of the official pilot car, a Maxwell Mercury road-ster. It was his duty to leave Dallas as the special trains left and arrive in each city where a stop was to be made a few minutes ahead of the trains, to allow the officials of the party the disposition of the car while making these stops.

"This I accomplished," Mr. Beatty writes,

"leaving Dallas with the special trains, arriving in Waco some thirty minutes ahead "leaving Dallas with the special trains, arriving in Waco some thirty minutes shead of them, thence to San Antonio on time, from there to Galveston, back to Houston and then to Dallas. I maintained my official schedule throughout the entire route and I feel that the success of my efforts was due in a very great extent to the excellent manner in which Ajax tires served me throughout; the entire course. I finished with the same air in my tires and practically at the same pressure as when I left Dallas, and the tires to-day don't appear one bit worse for their terrible grind than if the entire course had been made over paved roads.

"Just to give an idea of what a severe test these Ajax tires were put to will state that the distance covered was 1,250 miles and the time consumed fifty hours, which makes an average of twesty-five miles an hour, counting the time in making slight rests, short stops, &c. Much of this distance was covered at a rate of fifty to sixty-five miles an hour. Of the route-which I covered, some of it, a great part of it, is over some of the poorest roads to be found in the United States, consisting of rutty lanes, deep sand beds and rough hill sides, and as a general rule are far inferior to the country reads found in the Northern and Eastern part of the United States.

STUDEBAKER CHANGES.

Were Effected Without Damage to Business, Says Pettit.

W. S. Pettit, advertising manager for the Studebaker Corporation, sends to THE SUN the following: "In one week a firm manu-facturing annually an output marketed at \$50,000,000 completely reorganized the executive personel of its system of distribution and then with the new organization in and then with the new organization in charge scored a sales success during the first month that eclipsed all its former records for a similar period. The firm is the Studebaker Corporation, whose automobile division, manufacturing E-M-F 30 and Flanders 20 cars, maintains a round dozen plants. The Studebakers market their product through a system of forty branch warehouses and service istations in the main trading centres. Each of these supplies cars direct to that part of the 2,200 Studebaker desiers in its territory. The branch managers make all contracts and to practical ends each is the Studebaker Corporation is his own region.

"A combination of circumstances made it advisable to make a change in its sales department. The change was made in the first week of May. Almost on that exact date the Studebaker dealers disposed of virtually every car on their floors. Several of the branches where changes were made were among the sales leaders for the month."

METAL BASE TRUCK TIRE.

Wherein the Goodyear Variety Precente Special Features.

The Goodyear solid demountable tire for trucks is the result of six years of experimenting and service. A feature of this tire is that the soft rubber tread unites with the steel, through an intermediate stratum of hard rubber, which combines with metal in a manner similar to ferro-concrete.

combines with metal in a manner and lar to ferro-concrete.
P. W. Litchfield, factory manager of the Goodyear company's plant at Akron, visited Europe in 1998, and brought back with him the idea of the hard rubber base tire. Since then the Goodyear experimental department found the means of best uniting hard rubber with steel.

AUTOMOBILES.

TO BUILD MORE TRUCK TIRES.

Goodyear Company Planning to Hring Output to 1,000 a Day.

C. W. Martin, Jr., sales manager of the motor truck tire department of the Goodyear Company, says 'arrangements are being made to bring the output of the plant to 1,000 motor truck tires a day.

"Orders already have been placed," ment for the manufacture of all types of tires. The truck business is growing and the tire output is an excellent barometer of the coming of the truck into commercial life."

Mr. Martin intimates that a complete wheel shop will be installed in all the important branches of the company to give truck owners facilities for making quick changes.

AUTOMOBILES.

AUTOMOBILES.

Some "Don'ts" for Buyers of Electric Trucks

I.—Don't forget that Caution before you buy is what saves Trouble afterwards.

We urge caution. And we practice it ourselves. We have too much at stake in our own investment and too much interest in our customer's investment not to be dead sure that what he buys is what his business really needs.

This whole proposition of using and making trucks is new—new to users and mak-ers alike.

Each business has delivery problems all its own. Many of these problems are still unsolved. Many, even, of the underlying principles are not understood, except by makers of the broadest experience.

So statements regarding capacity, performance and operation cost-no matter how sincere—are often conflicting. Contradictions are common. It is easy for the buyer to become confused.

That's why we urge Caution-and why we use it-in the designing, in the making and in the selling of our electric trucks.

Our own caution takes the form of the largest and most able Engineering Department ever put together for the study of deliveries. Members of this corps—men who, for years, have been studying both horse and truck deliveries-are at your service at every one of the Studebaker branches, subbranches and agencies.

Their work is to study and investigate your problems-to give you the benefit of their constant study of the problems of others-and to add to this the weight of our 60 years of experience as the largest vehicle-building establishment in the world.

For our own future interests as well as for yours- these men will give you only unbiased advice.

Whether you need one small wagon or many large trucks, one of these men will be sent to you at your request. Write today. Ask also for our booklets and literature.

Studebaker Brothers Co. of New York

> 140 West 52nd Street Phone: 7300 Columbus

"Don't" 11. next Tuesday



60 years of integrity in product and in business dealing are back of every Studebaker truck. No other line offers so broad a choice to meet each given requirement.



marion

Building a Bigger Company

ATISFACTION is the closest kin to expansion. It has caused the recent expansion of the famous Marion Motor Car Company. This old company, manufacturing the famous Marion Car, now steps into the front rank of producers. Its capitalization has been increased more than \$1,000,000, factories enlarged and facilities generally improved. All of this comes as the result of the complete satisfaction furnished thousands of Marion owners through the ten years of success.

Accorded the most faithful support by thousands of Marion owners we have been forced to expand. We plan to build, in coming years, the same powerful, serviceable and excellently designed Marion of old; we will build it better--when possible. Men of reputation through-out the industry have lately joined the Marion forces. Everyone of the Marion dealers and owners benefits immediately.

Sales and owners' service policies are being broadened. Increased facilities mean increased co-operation for you. Though our factory is enlarged we will be no less courteous. We want motorists to enjoy the unique satisfaction Marion

owners have had for ten years. Ask them about it.

Model "Thirty-Seven." \$1350 Fully Equipped Five passenger, fore-door Touring: Forty horsepower: motor 4x5; wheel base 112 in.; tires, 34x4, quick detachable. \$1350 includes equipment as follows: Fine mohair top and curtains: Ane mohair and rubber top boot: \$50 Warner speedometer; genu-ine plate gluss wind shield: Prest-o-life self-stater: Prest-o-life tank; full set five (b) lamps; full set tools, repair kit, etc.

"Bobcat" Roadster (Model Thirty-Six) \$1350 Fully Equipped Two passenger Roadster, forty horse-power: motor 4x5; wheel base 112 in.: tires 33x4, quick detachable. \$1330 in-cludes equipment as follows: Finemohair top and curtains; fine mohair top poot; rubber diving apron rolled on dash; \$50 Warner speedometer; Prest o-lite self-starter: Prest o-lite tank; full cet five (5) lumps; full set tools, repair kit, cic.

Made in Indianapolis by Marion Motor Car Company

Sold in their respective vicinities by:

Chas. E. Riess & Co., 1886 Broadway, New York City-Distributors.

Barien Heter Car Co., 1281 Bedford Av. Broeklyn, N. V.
C. W. Hopkins & Sons Co., Edmoston, N. V.
Chas. Hallonback, Cobleskill, N. Y.
E. B. Delemater, Poughkeepste, N. Y.
Elliott Preschett Co., Rochester, N. V.
Contral Auto Sales Co., Utlea, N. Y.
W. L. Schupp & Sons, Albany, N. Y.

Eastern Motor Co., Atlantic City, N. J. Jersey Motor Car Co., Newark, N. J. City Hall Garage, Inc., Paterson, N. J. Fredilt, Van Dorn, Red Bank, N. J. Reynolds Motor Car Co., Norwalk, Conn. W. C. Moore, Torrington, Conn. Fisk Garage, Middletown, Conn. John M. Deatrick & Co., Kingston, Pa. L. W. Pipherm, Stroudsburg, Pa. Fred E. Long, Landisville, Pa.

Mammoth Garage, Reading, Pa.
J. R. C. Browning, 61 Biles St., Spring-Beld, Mass.
Whalen Bros., Worcester, Mass.
Marlon Motor Car Co., 1338 14th St.,
N. W. Washington, D. C.
American Auto Co., Broad and Callowhill
Sts., Philadelphia, Pa.
Pugh Bros., Providence, R. I.



horsepower; motor, 414x512; wheel base, 120 : tires, 36x4 quick detachable; nickel trim-

follows: Fine mohalr top and curtains; fine and rubber top boot; Zigzag plate glass wird \$50 Warner speedometer; Prest o lite self Prest o lite tank; full set five (5) tamps; ; tools, repair kit, etc.



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AUTOMOBILES.

\$5,000.00 A SIDE tò any shock absorber manufacturer to prove it is not "THE BEST IN THE WORLD." Works automatically over all roads.

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WEPAIRS.

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400 Newbury St., Boston, Mass.

OWNERS AND SELLERS OF AU-TOMOBILES, COMMERCIAL VEHI-CLES, GARAGES, TIRES, EQUIP-MENTS. ALSO REPAIR COM-PANIES, WILL ALWAYS PIND SOMETHING OF INTEREST IN THIS COLUMN.

AUTON A RECORD BREAKING SALE ew York's Automobile Bargain Establishment Par Excellence

Sold 61 Cars in 5 Days, Why?

Cleaning out Every Car Before July 1st.
Packards, Peerlesses, Pierce-Arrows, Rainiers halmers, Cadliacs, Stearns, Renaults, Mercedes estinghouse, Benz, Isottas, Begals, Lozier-Vhites, Matheson, Marions, Overlands, Colevicks, Prainards, Pullmans, Flats, Stoddard-Iartfords, Maxwells, Mitchells, Stevens-Duryenters, 190 others, all models

ALL STYLES & PRICES "YOURS." 20 DELIVERY CARS \$150 to \$900. s. Horns, Shields Tops, Etc. Etc.—Ch Autos Sold on Lass Payments. Only House Operating City Factory, JANDORF AUTOMOBILE CO...

42 & 44 W. 62d St. A high grade casing equal to any on the market. These are absolutely new "Brsts" and guaranteed perfect.

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All other sales at propatalow prices.
Send for our THEE PRICE WRECKER.

GUARANTELD TURES, all sizes, \$2.50 to \$6.

AUTOMOBILES high grade used cars.

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AUTOMOBILES Remarkably Low Frices.

MACNETOS, TOPS, HeDILS, LAMPS,
WINDSHIELDS; all new, and other Sundress at Factory Frices. FRONTIER TIRES

Sundries at Factory Prices
TIMES SOLARE ACTIONOBILE CO.
Largest Auto breakers in the World.
1708 1718 B way. 54th St. Phone 7366 Col.

if you are looking for a really good used car why not let us take you to our Service Building. One whole floor there is devoted to used car-if we can't su't you as to style and price—well, you are hard to please. We have rebuilt cau-car so faithfully that we can give a written guarantee with each car.

Demonstrations any time.

MITCHELL MOTOR CAR CO. OF N. T. "TRADED IN" CARS BARGAINS.
OLDSMOBILES, 1811-10-06-08 5 and 7 \$500 to
passenger touring and roadsters. \$1.750
All strictly guaranteed Also OLDSMOBILES, 1911-10-06-08 5 and passenger fouring and roadsters. All strictly goaranteed Also PERRIPSS, 7 pass, 1900 WINTON, 6 cyl., 1910, 7 pass AUTO CAR, 1910, 5 pass STODDARD-DAVTON toy tonneau. MITCHELL, 1910, 6 cyl. MATHESON, 1910, 6 cyl. All overagued, repainted and fully equipped.

ALSO STATS, SHIELDS, TOPS, ET 200 2d hd. Hodles \$20 to \$100 JANDORF AUTOMOBILE CO., 1785 Broadway upstairs. FIRE SALE RELIABLE MAKES.

Best Makes, all new at la Value!

Tires and Tubes. All at Lowest Prices BIG JOBS IN FIRSTS, ALSO 2DS. JANDORF ALTOMOBILE CO., 229 W. 57th St., East of B'way. 1910-48 h.p. 4-pass. Miniature Tonneau. 1911-48 h.p. 7-pass. Touring. 1911-48 h.p. 1-pass. Touring. 1911-45 h.p. Limousine FIERCE-ARROW AGENCY. 233 West 54th St.

BAKER Electric Newport Basket Phaeton overshauled, painted, \$25, BAKER VEHICLE CO. 1798 Broadway. Phone 2830 Col. 6 cyl., 60 h. D., 5 passenger, used 1.800 miles A. M. S., 155 Bank Si.

ALL MAKES—BOUGHT AND SOLD, 160 Cars, \$150-\$3,000; Bodies \$25 up.

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J. C. NICHOLS.

DIRFCT FACTORY DISTRIBUTORS.

1673 B'way at 524 St. Tel. 6161 Cot.
Our new model L Carburetor with three space adjustments, at half price by returning your of model Carburetor.

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MOTOR COMPANY, 1670 B'way, cor. 32d St. Telephone, 7163-7167 Columbus. ALL MAKES Bought, Sold and Exchanged, Times Sq. Auto Co., 1710 Broadway DOCCH Magnetos Installed BUSUN selentifically and reasonable. M. Co. 223 W. 46th St

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